Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A liquid crystal display device, comprising:

a pair of substrates;

a liquid crystal layer disposed between the pair of substrates; and

dot regions each having a transmissive display area for transmissive display and a reflective display area for reflective display,

the liquid crystal layer including negative dielectric anisotropy liquid crystals with homeotropic alignment in an initial state,

the reflective display area including a light-diffusing device to diffuse reflected light, and

the transmissive display area including a liquid-crystal-contact-surface-roughness-forming device to form irregularities on one of liquid-crystal contact surfaces of the substrates between which the liquid crystal layer is disposed, the irregularities determining tilt of the liquid crystals based on changes in an electric field applied to the liquid crystal layer, and

the light-diffusing device and the liquid-crystal-contact-surface-roughness-forming device being formed of the same material.

2.-4. (Canceled)

5. (Original) The liquid crystal display device according to Claim 1, the irregularities in the transmissive display area determining the directions in which the homeotropically-aligned liquid crystal molecules are tilted based on a change in electric field.

6. (Original) The liquid crystal display device according to Claim 1, the pair of substrates including of an upper substrate body and a lower substrate body, and

the side of the lower substrate body opposite to the liquid crystal layer being provided with a backlight for transmissive display, and the side of the lower substrate body adjacent to the liquid crystal layer being provided with a reflective film selectively disposed only over the reflective display area, and

the reflective display area including an irregular layer, as the light-diffusing device, on which the reflective film is disposed so that the reflective film is provided with irregularities.

7. (Original) The liquid crystal display device according to Claim 6, the irregular layer being also disposed in the transmissive display area and functioning as the liquid-crystal-contact-surface-roughness-forming device to form irregularities on the liquid-crystal contact surface in the transmissive display area.

8. (Original) The liquid crystal display device according to Claim 6, the reflective display area including irregularities on the liquid-crystal contact surface which correspond to the irregularities of the reflective film, the irregularities of the contact surface determining the directions in which the homeotropically-aligned liquid crystal molecules are tilted based on a change in electric field.

9. (Original) The liquid crystal display device according to Claim 6, the side of the lower substrate body adjacent to the liquid crystal layer being provided with irregularities acting as the light-diffusing device, the irregularities of the lower substrate body also being disposed over the transmissive display area to form the irregularities on the liquid-crystal contact surface in the transmissive display area.

10. (Original) The liquid crystal display device according to Claim 6, the resin layer being provided with irregularities acting as the light-diffusing device and is disposed between the lower substrate body and the reflective film, the resin layer also being disposed

over the transmissive display area so as to form the irregularities on the liquid-crystal contact surface of the transmissive display area.

11. (Original) The liquid crystal display device according to Claim 1, the irregularities of the liquid-crystal contact surface in the transmissive display area having a height of 0.05 μm to 1.0 μm.

12. (Original) The liquid crystal display device according to Claim 1, each irregular portion of the irregularities of the liquid-crystal contact surface in the transmissive display area having an inclined plane with a maximum angle of inclination of 2° to 20°.

13. (Original) The liquid crystal display device according to Claim 1, an inner surface of at least one of the pair of substrates including at least one protrusion that functions as the liquid-crystal-contact-surface-roughness-forming device, and an electrode having at least one opening disposed over the inner surface such that the opening corresponds to the protrusion.

14. (Original) The liquid crystal display device according to Claim 1, an inner surface of at least one of the pair of substrates including a color-filter layer having predetermined at least one protrusion, the protrusion functioning as the liquid-crystal-contact-surface-roughness-forming device.

15. (Original) An electronic apparatus, comprising:

a liquid crystal display device according to Claim 1.

16. (New) The liquid crystal display device according to Claim 1, the light-diffusing device being disposed in between the liquid crystal layer and one of the pair of substrates, and further comprising an electrode formed in the reflective display area in between the liquid crystal layer and the other of the pair of substrates, the electrode including a slit that determines tilt of the liquid crystals based on changes in the electric field applied to the liquid crystal layer.